

PRESS RELEASE

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INSURANCE COMMISSIONER HELPS LAUNCH INSURE U, A NATIONAL PUBLIC EDUCATION PROGRAM TO HELP CONSUMERS GET SMART ABOUT INSURANCE

CHARLESTON, WV – West Virginia Insurance Commissioner, Jane L. Cline joined nineteen other state insurance commissioners in New York today to launch an ambitious national public education program on insurance issues under the banner of Insure U.

Developed by the National Association of Insurance Commissioners (NAIC), of which the West Virginia Insurance Commission is a member, Insure U has two objectives: to help consumers get smart about insurance as their life stage needs change, and to educate them about ways to avoid being scammed by fake insurance companies. The program includes an online education site, public service announcements and community educational presentations.

Insure U's curriculum, available at www.insureUonline.org, includes a basic introduction to the four major types of insurance – auto, home, life and health – as well as special considerations for young singles, young families, established families and empty nesters/seniors. Consumers can test their knowledge about insurance by taking an online quiz. Upon successful completion, they can download an Insure U diploma.

“We enthusiastically support the NAIC’s Insure U initiative,” Cline said. “We will be implementing its educational components throughout the coming year to help the citizens of West Virginia better understand insurance products and how they fit people’s needs at different life stages.”

The campaign’s TV public service announcement (PSA) warns consumers about the growing threat of fake insurance policies and encourages them to call the West Virginia Insurance Commission prior to purchasing a policy to confirm that they are dealing with a real insurance company licensed to do business in West Virginia.

Consumers who want to check on an insurance company before purchasing a policy or who have other questions about insurance should contact the West Virginia Insurance Commission at 1-888-TRY-WVIC.